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RESIDENT IN THE IRMA
TRADING AREA

IRMA TIMES

IRMA AND DISTRICT HOME TOWN
NEWSPAPER FOR THE EAST
THIRTY YEARS

Vol. 33 No. 18

Irma, Alberta, Friday, November 22, 1946

Items From Kinsella District

In honor of Miss Jean Wilkinson whose marriage will take place in the near future, a miscellaneous shower was held on Sat. afternoon. Miss V. Barker and Miss J. Murray presented the gifts and Miss E. Long assisted Miss Wilkinson to open the parcels.

Congratulations to Mr. and Mrs. I. Daniel on the birth of a son. Mr. J. Zelinski attended the School Trustees Convention held in Calgary.

Mrs. Wm. Revill has left on an extended holiday to California where she will visit her mother and other relatives. Mr. Revill and Audrey accompanied her as far as Calgary where they will spend a week.

Betty Olsenberg celebrated her ninth birthday on Nov. 11th by entertaining a number of her friends at a birthday party.

Mrs. F. Hajek and Mrs. G. MacLean were recent visitors to Edmonton.

Bernice Long of Edmonton is visiting her grandmother, Mrs. F. Long.

Mr. A. Sculthorpe has returned home after working in the T.W.T. for some months.

ROSEBERRY and ALMA MATER LADIES' AID MEETING

The next meeting of the Roseberry and Alma Mater Ladies' Aid will be held at the home of Mrs. B. Oldham on Thursday, November 28. Hostesses, Mrs. A. Cook and Mrs. G. Likness. Devotional period to be conducted by Mrs. Edwin Elliott.

U.G.G. RECORDS PROFITABLE YEAR

300 Delegates attend 40th Annual Meeting

Profits of \$300,178.54 for the year were recorded by United Grain Growers Limited after taxes and charges have been met, including provision of \$175,000 for patronage dividends, R. S. Law of Winnipeg, President of the Company, stated when he presented his annual report at a conference attended by 300 delegates recently held at Calgary. The delegates attending were elected by the locals in Manitoba, Saskatchewan, Alberta and British Columbia and represent the 35,000 member shareholders of the Company.

The business sessions of the meeting were occupied mainly with discussions of Company business and of resolutions submitted both by various shareholders' locals and by the Board of Directors. These included a strongly worded resolution opposing the proposed increase in freight rates for which application has been made by the Railways. The Company's position in relation to Income Tax as it affects the payment of patronage dividends was reviewed and a number of actions of the Board of Directors during recent years in this respect was passed unanimously.

Easterly Echoes

Mr. T. Sanders attended the trustees convention in Calgary as one of the delegates from the Wainwright school division.

Mrs. G. Fenton is spending the week in Edmonton with Mr. and Mrs. J. D. Campbell.

Noton Co. of Vermilion moved a house for Mrs. M. Steele from the farm to Wainwright. To cross the Battle river they built a grade down each bank and went through the river, being unable to cross on the covered bridge.

Miss Martha Goodwin went to Winnipeg to act as one of the bridesmaids at the wedding of her brother, John, that was to take place on November 18.

Mr. and Mrs. W. Goodwin also left on November 16 to attend their son's wedding.

Fabian says a dance on November 29. Are you coming?

World of Wheat

THE NEW CEREAL VARIETIES
Three new cereal varieties—two of wheat and one of barley—will appear on the prairies this year.

Redman wheat—Somewhat earlier than Thatcher. Resistant to stem rust and to bunt or stinking smut. Highly resistant to leaf rust, loose smut and root rot. High in milling and baking value. Yields well. A small amount has been distributed to farmers who made applications long ago. Supplies are now exhausted.

Rescue Wheat—Resistant to sawflies, but not quite equal to Marquis in baking quality. Can only grade No. 3 Northern. Those who require small amounts should apply to the Dominion Experimental Farms at Lethbridge or Swift Current.

Montcalm Barley—A smooth awned barley closely resembling O.A.C. 21. Has high milling qualities. Those who require a few bushels should apply to the Alberta or Saskatchewan or Manitoba Crop Improvement Associations or to the "Crop Testing Plan" Winnipeg.

A new Oat Variety—Considerable publicity has already been given to an outstanding new oat variety. The fact is that there are several new varieties. A choice has to be made soon by the Dominion Plant Breeders' Committee. Should one of these varieties be accepted then the small lots still available will probably be distributed to professional seed growers only for further multiplication.

CARD OF THANKS

The Irma Ladies' Aid wish to thank all the non-members who so kindly did fancy work for the recent bazaar, assisted with the lunch or helped in any way to make the bazaar a success.

SHOWER FOR BRIDE-TO-BE

A shower for Miss Dorothy Whidden was held at the home of Mrs. G. Therou on the afternoon of Monday, November 18.

In spite of roads and weather quite a number of Dorothy's friends were present and a jolly afternoon was spent. After se-

Southern Sayings

Miss Bernice Quance is visiting at the home of Mr. and Mrs. A. Long.

On Sunday, Mr. George Reed left for Kamloops, B.C., where he intends spending the winter. Mrs. O. Reed is spending the winter with her daughter, Mrs. Bud Fry.

Mr. Gordon Blakely left for Kelowna, B.C., on Sunday.

Mrs. H. McKay is home again after a visit with her sister, Miss L. Flett, and other friends in Edmonton.

Mrs. R. Dawson is back in the district again for a couple of weeks. She is helping at the Tomlinson home while Mr. and Mrs. E. Tomlinson are holidaying at the coast.

Quite a number of the farmers in this district were business visitors in Wainwright last week.

The whist drive and dance were well attended at the Strawberry Plains school on Friday. Ladies' first and second prizes went to Mrs. Dempsey and Mrs. Dawson.

Men's first and second went to Mr. Dempsey and Stan Hill. Mrs. Jackson and Johnny Hill went home with the consolations.

Leonard Peterson left a week ago for Calgary and southern Alberta.

veral contests had been enjoyed, little Markla Fuder and Toddie Smith, niece and nephew of the bride-to-be, brought in a decorated basket heaped with gifts.

The basket was then turned into a wishing well and Dorothy made a wish for the giver as she opened each gift.

A delicious lunch was then served and a wishing cake was placed before the guest of honor. She cut a slice and made a wish. The cake was then passed to the other guests who each in turn cut a slice to be.

36th Anniversary Irma United Church

The Irma United Church celebrated its 36th anniversary on Nov. 17th and 18th.

Dr. Thos. Hart addressed a large congregation at the Sunday night church service. His message brought out the point that the Christian church can only measure up to its task of saving the world by each and every member being willing to reach out to those who have no church connections. He also stressed our need of repentance, sacrifice and prayer.

On Monday evening the anniversary supper was held and was largely attended in spite of roads and weather. There was an abundance of chicken, vegetables, salads and pies of all kinds served up in fine style.

After the supper the body of the church was filled to capacity for the program that followed. The Rev. H. W. Inglis was chairman. There were two numbers by the choir. A duet by Mrs. Simmermon and Vera Simmermon, a piano solo by Elvin Soneff.

Dr. Hart then gave a lecture entitled, "The End of the Trail." Dr. Hart has a gift of being able to combine humor with some serious thought and his lecture was well received.

The program closed with the C.G.I.T. and their leader, Miss Simmermon taking part in a campfire song-sing.

Mr. A. H. Locke then expressed thanks to all those present who had helped in any way with this very successful anniversary and a special vote of thanks was given to Dr. Hart.

"We carry on tradition, especially that of promoting the noblest of motives."

Footnote.

Organize For Winter Sports

The annual meeting of the Irma Curling Club was held on Nov. 13. There was a good attendance of members, and plans for the 1946-47 season were enthusiastically discussed.

Officers elected are as follows: President; Pryce Jones, Vice-President; C. Milne, Secretary Treasurer; H. Riley, Draw Committee; S. Brown and S. Reeds, Entertainment Committee; J. Peterson, R. Kirkman, R. McFarland Jr.

Mr. G. Hurst has accepted the position of ice-maker and caretaker.

Men or women with or without previous curling experience are cordially invited to join the club.

Fees are as follows: Mens Club, \$8, Womens club, \$2, High School Students, \$2.

The secretary would be glad if any person wishing to curl would notify him as soon as possible. Will the skip of any rink already formed please report.

H. Riley, Sec.

The Annual meeting of the Irma Hockey Club was held on the evening of Nov. 18th.

The following officers for the forthcoming season were elected by acclamation: President, Clifford Jones, Sec.-Treas., Bob Kirkman, Manager, P. E. Jones.

Things appear promising for a good line up this year and the boys have appointed a committee to interview the village council in regard to improving conditions at the rink.

The formation of a "Gas Line League" is under discussion and committees from various towns are expected to meet on Nov. 27th.

RADIOGRAMS

"There's Talent on Them Thar Prairies"

The gold rush days brought us the oft-quoted expression "There's gold in them thar hills." Today, C.J.C.A.'s production department is following up on one sponsor's conviction that "There's talent on them thar prairies."

The Edmonton branch of Henry Birks and Sons, Jewellers, are now sponsoring Birks Musical Awards, a half-hour weekly broadcast designed to encourage musical pursuits by youthful artists.

Birks are offering six prizes totalling \$525 to the six young artists judged best at the conclusion of 26 broadcasts. Contest is open to vocalists, violinists and pianists 21 years of age or under. Three contestants will be heard on each broadcast, now heard over C.J.C.A. at 4:30 every Sunday afternoon. Semi-finalists will perform on the 24th and 25th broadcasts next April and the winner will be announced on the final performance. The program originates in Heintzman's Piano Studios before a selected audience.

From C.J.C.A.'s standpoint the show is a natural in every respect. It falls in line with the station's policy to find, encourage and promote local talent at every opportunity. During the past two years production department's appropriation has been spent on local talent.

The C.J.C.A. Drama Club, the Sons of the West, the Rhythm Five, Egon Grapentin, Jack Toulson, and others have made the CBC an exceptionally heavy slice of the trans-Canada network consistently. Betty McCaskill was semi-finalist in Singing Stars of Tomorrow program last April. These are evidence of the results of C.J.C.A.'s interest in local talent. Besides, C.J.C.A. offers three annual scholarships—one to a vocalist, one to an instrumentalist, and one to the best in speech arts.

It is with great pleasure, therefore, that we announce the opening of the series of broadcasts titled Birks Musical Awards. The talent is available and Henry Birks and Sons are out to find it.

At the Churches

UNITED CHURCH

Strawberry Plains—Public worship 11.00 a.m.

Albert—Public worship 2 p.m. Alma Mater—Public worship at 4 p.m.

Irma Sunday school—11.00 a.m. Worship service—7.30 p.m.

"He shall not be afraid of evil tidings; his heart is fixed, trusting in the Lord." Psalm 112:7. The Rev. H. W. Inglis will be in charge. A hearty invitation to all.

CHRISTIAN AND MISSIONARY ALLIANCE

Education Point—11.00 a.m.

Jarrow—1.30 p.m.

Hardisty—3.45 p.m.

Irma—Bible school 2.15 p.m.

Gospel service 8.00 p.m.

A friendly welcome to all.

"Be not thou therefore ashamed of the testimony of our Lord; but be thou partaker of the afflictions of the gospel according to the power of God; who hath saved us, and called us with a holy calling, not according to our works, but according to His own purpose and grace." 2 Timothy 1:8,9.

ST. MARY'S CHURCH

Service will be held in St. Mary's Church on Sunday, Dec. 1st at 3 p.m. Canon Crane Williams will be the minister at this service.

The next meeting of St. Mary's W.A. will be held at the home of Mrs. Targett at 2.15 p.m. Kindly note change of time as arranged at last meeting for St. Andrews Day Intercession.

PRESIDENT CANADIAN BANKERS' ASSOCIATION

EXPRESSES VIEWS ON WARTIME CONTROLS

Montreal, Nov. 14.—Recognition that some wartime controls must continue through the present emergency, economic controls generally should be under constant review and eliminated when their necessity has lapsed, B.C. Gardner, president of The Canadian Bankers' Association, said here today.

Speaking before the Association's annual meeting, Mr. Gardner, who is vice-president and general manager of the Bank of Montreal, said "I am a firm believer in the system of ordered free enterprise and the free market. I believe that some of the wartime controls must continue until emergencies are over, but I also believe that many such controls tend to become fixed and bureaucratic and that in a democratic country they should be under constant examination, and that the aim should be to eliminate them the moment their necessity can no longer be provided. We welcome therefore, governmental assurances that such is the present policy."

After referring to the accumulations of money and savings now in the hands of the Canadian people at a time of acute scarcity of consumer goods, Mr. Gardner said governmental controls were only one anti-inflationary factor. The real control of the price level rested on the common sense and thrift of the Canadian people and their respect for law.

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844 Tegner Bldg. Phone 28844

Edmonton, Alta.

Irma Times

MISS W. F. REEVES

Local Editor

Phone 12

Published every Friday by the

Times Publishers, Irma, Alberta

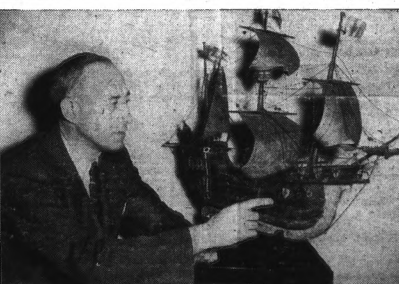
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Postoffice Department, Ottawa

Turkeys for Christmas



There will be a ready market for all the well finished turkeys that farmers in Canada can offer this year for Christmas. Now is the time to put the final finish on them by feeding them properly and well. The nearest Dominion Experimental Farm will gladly advise on the details of feeding.



One of the unusual points of interest that marked the annual meeting of the Canadian Weekly Newspapers Association, at the Nova Scotian Hotel, Halifax, N.S., was a large model of the Santa Maria, flagship of Christopher Columbus, which stood in the office of Manager H. W. Aslin. Many of the visiting editors were surprised to learn that it was made by Mr. Aslin, a former wing commander in the R.C.A.F. A veteran of both the first and second world wars, in which he served in the Canadian Airforce. Mr. Aslin was well-known in Quebec art circles prior to becoming identified with the Canadian National Hotel System. He had friends attending the Ecole de Beaux Arts and became interested in sculpturing, as well as the making of ships' models. His busts of friends and well-known people attracted much attention in art circles, but the press of work made him reluctantly give up his hobby. Mr. Aslin said that the big model of the Santa Maria involved about 25 hours' work and was made and painted in about a dozen days, during which time he worked at it two hours a day, in his spare time. It is the only specimen of his work which he now retains. Since he has been identified with the Canadian National Hotels, Mr. Aslin has been manager of the MacDonald, Edmonton, the Bessborough, Saskatoon, and the Nova Scotian, Halifax, which today, is the big hotel point of entry in Canada.

WHO, ME?

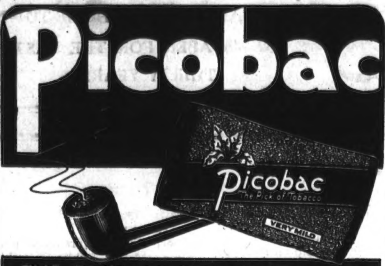
READY MONEY FOR THE GO-AHEAD FARMER

Follow the example of thousands of farmers from coast to coast and discuss your credit need for farm improvements with the manager of your nearest BofM office. Ask or write for our folder "Quiz for a Go-ahead Farmer."

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THE PICK OF PIPE TOBACCO

Save The Children

THERE ARE MANY FORCES AT WORK in the world today to further a spirit of co-operation among nations and a better understanding among the people of all countries. Any undertaking which has this aim in view is to be highly commended, but it is doubtful whether we are aware of all that is being done in this respect by our own, and other nations. One such project has received some notice in the press in Canada recently. This is the inauguration of the Canadian Save the Children Fund, which takes its place within the International Union, Geneva, in which thirty-one countries now participate. The objects of the organization are "to save the children of today, who through no fault of their own have been denied a fair chance in a desperate struggle against want and disease."

The Need Abroad Has Been Great

In the past this work has been carried on as a committee of the British Save the Children Fund, but a Canadian organization has now been incorporated under the patronage of Lady Alexander of Tunis, and with Mr. Justice A. C. McRuer as national chairman. Those who contribute to the Fund may now earmark their subscription for work among children in any part of the world. During the past years, the need abroad has been so great that no plans had been made to serve children in Canada, but it is hoped that soon there will be provisions for assisting Canadian children who through want or neglect are deprived of the opportunities they should have. In the words of the national chairman this will be done when "the need of our neighbor is not greater than ours."

Generous Gifts From Canada

Generous gifts have gone from Canada in past years to help the children of other lands. In 1945 the Canadian Committee sent \$93,381.51 to Europe for the purchase of food and medicine for undernourished children and since January, 1946, the sum of \$238,899.46 has been received in contributions. Recently, the Manitoba Division of the Red Cross Society sent a donation of \$20,000 for this fund. Helping needy children in other lands as well as our own, is one way of building for the future and proving to the citizens of tomorrow that there are very practical ways of nations showing humanitarianism and goodwill. Mr. Justice McRuer said, in this connection at the inaugural meeting of the Canadian Fund: "It is my hope that we may do something to make the name of Canada known throughout the world as a nation that is of great heart, that seeks not to destroy but to give life. I believe that what we do will not only benefit those who may receive help but also us. For I believe it will kindle in the hearts of those who will be world citizens of tomorrow a belief in the international brotherhood of man."



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GOOD FOR ACHES & PAINS
Just put it on!

FUR PRICES
From Canada's largest primary fur market we give you the best prices for good average lots of raw furs—Beaver \$1.15; Mink \$2.25; Squirrel \$2.30; Marten \$2.50; Jack Rabbit \$2.00; Lynx \$3.40; Otter \$2.20; Skunk \$1.80; Squirrel \$2.00. These prices are paid prompt for Canada's Gold Medal Furriers (since 1922) who offer at competitive prices (please compare) coats—Alaska Seal \$200; Hudson Seal (dried Alaska) \$200; Finest Black Muskrat \$400; French Seal (dried rabbit) \$190; Coats (brown rabbit) \$170; Fur Seal (the hardest wearing of all) \$170; any coat or neckpiece sent to your nearest express office for examination; send no money.

J. H. MUNRO LTD.
(Canada's Gold Medal Furriers since 1922)
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BOGIE WHEELS, SPROCKETS, TRACK AND MANY OTHERS
LEVY AUTO PARTS
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Here's really effective gentle relief from
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Get glorious relief from sluggishness the proved Phillips' Milk of Magnesia way. So effective. So gentle. Just take 2 to 4 tablespoonfuls with water. You'll be thrilled with the way it helps you start each day keenly alive and refreshed. What's more, Phillips' Milk of Magnesia is one of the fastest neutralizers of excess stomach acidity known to science. Its double-action means relief from constipation and relief from acid indigestion. Remember...

It costs as little as
25¢ TO BE SURE OF THE BEST
MADE IN CANADA



Immigration Figures Show Increase

Total of 33,914 Have Come To Canada In Six Months

OTTAWA.—Immigration to Canada during the first six months of 1946 totalled 33,914, a 147.2 per cent. increase over the same period last year, immigration officials said. Most of the new Canadians were the wives and children of service men.

Of the immigrants 24,909 were of English, Scottish, Irish or Welsh origin, 5,227 were from the United States, 1,604 from northern European countries and 2,174 from other parts of the world.

Almost two-thirds were adult females—20,174. There were 4,816 adult males and 8,924 children under 18. Ontario received most of the new-comers—14,325. The western provinces: Manitoba, 2,112; Saskatchewan, 2,226; Alberta, 2,762; British Columbia, 3,789; Yukon, nine; Northwest Territories, five.

Canadians returning from the United States in the six-month period totalled 1,737 as compared to 1,093 in January-June, 1945.

Just An Experiment

Passengers Flown From Washington To California Facing Backward

Like the mythical bird that didn't care where he was going but wanted to see where he had just been, a plane-load of passengers flew from Washington to California facing backward.

It was an air transport command experiment, applying new safety theories and testing passenger reaction. The plane is a standard C-54 with all seats reversed, facing the tail. It is the first passenger plane in the United States to have all seats so arranged, although pre-war sleeper planes had half of them set in that manner.

The principal reason for the change was a study of combat and crash research findings which showed that in rough landings passengers are safer when the deceleration shock is distributed over most of the body and absorbed by the back of the seat.

SMILE AWHILE

"What's your favorite sport, doctor?"

"Sleighbing."

"I mean, apart from business."

The vicar of a little church in rural England was mortified to find two buttons in the collection. The next week he announced the find as follows:

"The collection for last Sunday amounted to seventeen shillings, three pence and two buttons. The choir will now sing: 'Render Your Hearts, But Not Your Garments.'"

"Are you a man or a mouse?"

"A man of course."

"How do you know?"

"My wife's afraid of a mouse."

"What is dignity, Dad?"

"Dignity, my son, is what you think you have until the boss says 'What's the meaning of this?'"

"I don't believe you know the meaning of the word 'courtlship,'" said the designing young woman.

"Don't!" replied the wary young man. "Courtship means running after a woman till she catches you!"

"Is that hair tonic any good?"

"Well, I spilled some of it on my comb last week and now it's a brush."

Pat: I hear your wife is sick, Mike.

Mike: She is that.

Pat: Is it dangerous she is?

Mike: Devil a bit, She's too sick to be dangerous any more.

Son: "Pa, what is the difference between a cat and a comma?"

Pa: "I don't know; what is it?"

Son: "A cat has claws at the end of its paws and a comma is a pause at the end of a clause."

It was time for the factory worker's son to go to bed.

"Tell me a story, Daddy," said the boy.

"Well, my son," began the factory worker, "once upon a time and a half..."

"Darling," he implored her, "will you marry me? If you refuse, I shall die."

She refused.

He died—Sixty years later!

HER LUCKY DAY

A young Cardigan housewife noticed a hole in a chair she had bought at a sale. She put her thumb in the hole, felt something that wasn't stuffing, pulled. And out came 64 pairs of pre-war silk stockings, fully fashioned!

Lithium is the lightest of all solid elements.

GRIM STORY

Norwegian Sailor Tells Of Wreck And Starvation

SYDNEY, Australia.—James Cush, Norwegian sailor, told the grim story of the wreck of the coastal Ketch Nova and the deaths of his three shipmates.

Cush—a gaunt skeleton after 119 days of starvation—struggled ashore on New Caledonia Oct. 7 and now is in a United States Army hospital there.

The Nova's skipper, Frank West, 34, and crew members Frank Anderson, 36, and Frank Pulling died during the long battle with thirst and hunger.

The Nova set out last June 10 on a coastal fishing trip. It ran out of gasoline and later, during a storm, its sails and sextant were washed overboard.

With only a day's provisions, West, Anderson, Pulling and Cush began 1,000 miles of drifting. After weeks of horror, the Nova was wrecked on the Isle of Pines, 70 miles southwest of Noumea, New Caledonia. Only Pulling and Cush remained alive then and Pulling died shortly afterwards. When their rations were gone, the four sailors had attempted to keep alive by spearing fish with a fork and using barnacles scraped from the hull of their boat for soup.

But Anderson died of malaria and starvation and two days later he was followed by West.

Pulling was within sight of rescue when he died. When he and Cush had landed from their wrecked boat they could see smoke arising from the French island of New Caledonia.

After Pulling's death, Cush spent two weeks building a makeshift raft. He had been a strapping 270-pound seaman when he had joined the crew of the Nova in Australia. But scurvy, malnutrition and exposure reduced him to 130 pounds.

After paddling his raft from the Isle of Pines to New Caledonia, he fell unconscious on the shore. Taken to hospital he was too weak to talk and the full story had to wait until now.

Grand Relief
FROM SNIFZLY, STUFFY DISTRESS OF
Head Colds!
DOUBLE-DUTY
NOSE DROPS WORKS
FAST RIGHT WHERE
TROUBLE IS!

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EASY TO BE REGULAR
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Take NR at night. Start the day regular. NR has thorough, pleasing action. Makes you feel better. Get NR in the regular strength, or NR-Junkies (½ dose) if you only need extra-mild TAKE laxative.

NR TO-NIGHT 10¢ and 25¢
TOMORROW ALRIGHT
Nature's Remedy
NO HABIT-NO

PURE, ECONOMICAL

In the mixing bowl and in the oven, the leavening action of Melrose is always uniform, and gives the same good results to all your baking. Rely on Melrose.

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WINNIPEG



Melrose PURE STRONG BAKING POWDER UNIFORM

For Fuel Economy

Britain Announces Scheme In Effort To Meet Coal Shortage

As one of the steps to meet the present shortage of fuel in Britain, the Ministry of Education announces a scheme of training in the economic and efficient use of fuel for stokers, boiler house attendants, etc. Local education authorities are being asked to arrange for suitable courses leading to professional qualifications for which examinations have been framed and syllabuses drawn up.

MEN SMASH 3,000 EGGS AND "THAT'S NO YOLK"

NEW YORK.—Heard in Brooklyn—Queens night court when four men were arraigned on a charge they smashed 3,000 eggs during a fight in a butter and egg store. A magistrate— "This is certainly a scrambled mess. A defence lawyer— "That's no yolk." Another lawyer— "It's the biggest omelette in Brooklyn's history." Pending another hearing Tuesday the four were paroled.

GEMS OF THOUGHT

A STANDARD
Be just and fear not; let all the ends thou aimest at, be thy country's, thy God's and truth's.—Shakespeare.

Go through, go through the gates; prepare ye the way of the people; cast up, cast up the highway; gather out the stones; lift up a standard for the people.—Isaiah 62:10.

All men are endowed by their Creator with inalienable rights; among these are life, liberty, and the pursuit of happiness.—Jefferson.

It will never do to be behind the times in things most essential, which proceed from the standard of right that regulates human destiny.—Mary Baker Eddy.

Humanity is a duty made known and enjoined by revelation, and ever keeping pace with the progress of Christianity.—Sydney Smith.

When'er our country calls, friends, sons, and sires should yield their treasure up, nor own a sense beyond the public safety.—Brooke.

A breadboard may be kept from skidding on a smooth table when kneading dough if jar rubbers are glued to its under surface.



For Reducing Diets
Kellogg's ALL-BRAN
NEW TASTE! NEW AND BEST!
For Constipation
No Laxative

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The method that assures Success. One of the first schools on the Continent. Under direct supervision Mrs. Doris Barville, outstanding Beauty Culturist. Complete, thorough, superior training. Write or call for free literature. No obligation.

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Dry mustard is a water softener.

What's the good
WORD!



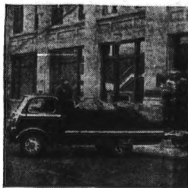
● The good word is *brisk*. So say the experts : : : so say all who try *brisk*-tasting Lipton's Tea. For Lipton's Tea is so delightfully different : : : its flavour is never dull or wishy washy, but always fresh, tangy, and full-bodied. Pour yourself a "cup of pleasure". Change now to *brisk* tasting Lipton's Tea.

Brisk!
tasting LIPTON'S TEA

BANK OF MONTREAL ADVS. GAIN HIGH AWARDS

First Canadian bank to gain the distinction, the Bank of Montreal has won the Socrates High Award of the year for its advertising during the past twelve months.

The award is made by "Bank Ad-views," a New York publication of financial advertising covering banks and trust companies throughout North America, which numbers more than 15,000. During the year, several of the B of



"The Mail MUST Go Through"

• The tradition that "the mail must go through" is the watchword here at EATON'S. Endless belts and gravity chutes carry your parcels from packing areas to despatching departments. Here experienced traffic and postal men route your purchases to reach you without delay. Thousands of orders are received every day and almost all of them are on the way to EATON'S customers within 24 hours.

T. EATON CO. LIMITED

M's advertisements won Socrates monthly awards as "The Best Ad of the Month," while others received "honorable mention" resulting in the highest annual score among the banks on both sides of the border.

"Bank Ad-views" bases its awards on reviews of the daily papers of every metropolitan centre as well as several hundred smaller cities. In addition, the publication keeps in touch with leading bank and advertising men throughout the United States and Canada. A board of twelve advertising executives makes the final decision on winners.

In paying tribute to the B of M, and to its manager of public relations, Munro Brown, "Bank Ad-views" commented that, "The Bank of Montreal has achieved a lasting scheme of forceful advertising. . . . The Bank of Montreal has pointed the way. Its accomplishment deserves at the very least, the careful study and consideration of similar institutions."

In winning the award, the B of M rated highly in the three point-winning categories: ideas which sell bank service; layout and illustrative techniques; and general effect on the bank's relations with the public.

"Art and layout have been important contributors to that effective balance of dignity and alertness which typify Bank of Montreal advertising," the award announcement comments. "At the same time, body copy has been adult. Bank of Montreal copy could never be called 'cute'. Nor on the other hand, is it ever 'stuffy'."

"While retaining the air of maturity which is rightly an important characteristic of bank advertising, the Bank of Montreal has alert and vigorous comments to make regarding present day conditions in vital phases of Canadian agricultural, industrial and business life."

Much of the bank's current advertising has dealt with the dangers of inflation, and ways to combat it.

LOCALS

Mr. and Mrs. C. Blanchard and family have moved into town for the winter and are living in the upstairs rooms of the Proser house.

Quite a number of men from Irma and district have gone to work in the lumber mills and the mines for the winter. Among these are Messrs. Ed. Sharkey, C. Bjork, Chas. Pyle and Gordon Elliot.

Mrs. Ed. Sharkey and baby son are spending the winter months in Edmonton.

Mrs. Roy Locke and daughter are away visiting with Mrs. Locke's cousin, Mrs. Arnold Hill. Mrs. Fucsko was suddenly taken ill while on her way to town on Tuesday. She was rushed to Wainwright hospital where she is receiving medical attention.

An auction sale will be held at the Wm. Sommerville farm, 12 miles northeast of Kinsella on Friday, November 29th at 1 p.m. Watch for listing and posters. M. C. Ambler, Auctioneer, license No. 67-46-47.

Mrs. Corda Mackey has returned to her home at the coast after spending two weeks with Mr. and Mrs. P. E. Jones of Irma.

Mr. Robert Kasten of Edmonton was a visitor in Irma last week staying at the home of Mr. and Mrs. J. Fletcher.

Born to Mr. and Mrs. Glenn Hockett on Sunday, November 17, at the Wainwright hospital, a son.

Mr. and Mrs. G. Hurst have moved into their new house at the west end of town.

The Women's Institute are planning a bazaar and tea on Saturday, November 30. The Institute bazaar is one of the events we all look forward to, so keep this date in mind.

We are glad to welcome the R. L. Rohrer family who have come back to us from Chauvin and have moved into their new house.

Mrs. H. Targett and Mrs. W. N. Frickleton returned from the coast on Saturday last.

Mr. and Mrs. Wellington Watson are moving into Mrs. McLeod's home for the winter.

Among the newcomers to Irma are Mr. and Mrs. Whitbeck from Sedgewick who have the cottage recently vacated by Mrs. Reitan.

Our weather this week is rather what one might expect to find in the more northerly portions of "Lower Slobbovia." But we have seen Sunny Alberta do things like this before.

Miss McLean of Vancouver B.C. is spending a few days with her cousin, Mr. J. C. McLean. Miss McLean is on her way back to the coast after having taken a trip east.

"THE LEGION PROVIDES A HELPING HAND"

From that day in November, 1925, when The Legion was born, the organization has endeavored to assist veterans and dependents in solving their various problems.

This service has been given entirely free to all who asked, regardless as to whether or not they were members of the Legion. Legion branches throughout Canada and the U.S.A. developed into "Service Centres" and, as time went by, Provincial and State Commands set up what are known as "Service Bureaux." These were placed in charge of trained Adjustment Officers and, for the 20 years of the existence of the Legion, they have rendered a grand service.

In Ottawa, the Dominion Service Bureau of the Legion functions as part of the Dominion Headquarters, under the control and direction of the Dominion Executive Council. Most of the cases, which have not been successful, are referred to the Bureau. They emanate not only from Legion Branches - Provincial Commands - Service Bureaux, but from individuals, M.P.'s, and public bodies also.

"Houses have never been built just because people needed them to live; houses have only been built when somebody could make a profit. That is the reason there was no effective planning for homes for heroes." - A. R. Mosher.

"You cannot value social work and social workers in terms of dollars and cents." - Lt. Col. Raymond F. Raucher.

"Canada is America's best customer in normal times." - Hon. Ray Atherton.

HAVE YOU ANY RUPEES IN YOUR PURSE?



Mrs. Blair has been talking for months about buying a real Indian shawl. But wouldn't she be surprised if she found it priced in rupees! That it isn't, is due in large measure to the services rendered by your bank.

When you buy imported goods in Canadian stores, you pay in Canadian dollars—but the people who made them were paid in Indian rupees, British pounds, French francs . . .

It is the same in reverse with exports. You may be one of the three out of every eight Canadians who make their living through goods sold abroad. If so, you receive your wages in dollars, but your products are sold in all sorts of foreign currencies.

Arranging the complicated exchange and transfer of foreign funds in such transactions is but one of your bank's many services enabling Canadians to buy and sell abroad.



This Advertisement is Sponsored by your Chartered Bank

Milking Time

Milking is a chore that most farmers don't like. However, this chore can be made to be quite agreeable by the use of modern equipment. A good milking machine will go a long way towards making a pleasant job out of a piece of drudgery. However, there are cheap milkers on the market that soon do harm to the cows. A Massey-Harris tested milker won't do this. Their pulsator is in a class by itself, it is really the brains of the machine. Then, is your cream separator old and wheezy. There is no finer separator on the market than the Massey-Harris and none cheaper. Available in all sizes.

V. HUTCHINSON Phone 25, Irma



WHO BUYS OUR WHEAT?

A series of interesting weekly broadcasts are being made by Major H. G. L.

Strange entitled "AROUND THE WORLD WITH WHEAT" over the following stations:

CFCN CALGARY every Thursday at 7.45 P.M.
CJGA EDMONTON every Saturday at 10.20 P.M.

Hear where prairie wheat goes, who buys it. How can 65 overseas countries use more.

SEARLE GRAIN COMPANY, LTD. (56A)

TRAVEL BY BUS!

Effective July 22nd, 1946

Additional Service and New Time

EDMONTON—CHAUVIN

Going West 9:25 a.m. Going East 8:30 p.m.

Edmonton—Viking local leaves Viking going west 7:30 a.m. daily

For full information see your local agent

Sunburst Motor Coaches Ltd.

COMMUNITY COOK BOOK



JELLY ROLL

1 cup sugar.
½ cup boiling water.
3 eggs.
1 heaping teaspoon Baking Powder.
1 cup flour.
Salt.
Beat eggs and sugar together 10 minutes, stir in gradually flour sifted with baking powder and salt, pour in boiling water and stir well. Pour into greased pan bake in hot oven for about 10 minutes. Spread with jam or lemon cheese. Mrs. A. A. Fischer.

Want Ads

AGENT WANTED

Around Irma. Opportunity for a reliable man to sell Rawleigh Products. No experience needed to start. Write today. Rawleigh's Dept., WG-K-67-189 1129c

FOR SALE

Two pure-bred Hereford heifer calves, one purebred Hereford bull calf. Apply Stewart Fenton, Irma. 15-22p

FOR SALE

One closed in cutter, in good condition. Apply Mrs. Edith Elliott, Irma. 22p

FOR SALE

About 400 bushels Titan barley, grown from registered seed. Apply Eldon Fenton, Irma. 22c

FOR SALE

Seven feeder pigs, 3 months old. Apply Mrs. Chas. Fyle. 22p

TEACHER WANTED

For the Wainwright Public School. Grade seven. Duties to commence on December 1. Salary according to schedule. Basis minimum \$1300. Send applications to the Secretary, Wainwright School Division No. 32, Wainwright, Alberta. 22c

Achievement in Agriculture!

OBSERVING OUR . . .

40th ANNIVERSARY

- - Forty Years of Service to Farmers - -
Over a Billion Bushels of Grain Handled

That's the U.G.G Record

TODAY THE U.G.G. IS BETTER EQUIPPED THAN EVER TO SERVE THE FARMERS' NEEDS FOR HIGHEST RETURNS AND EFFICIENT SERVICE

Deliver YOUR Grain to UNITED GRAIN GROWERS LIMITED

1906

Charlie Milne, Agent

1946

Cash AUCTION SALE

for

MR. Wm. SOMMERVILLE

On the SW 8-48-10-4, 12 miles northeast of Kinsella; 1 mile east of Rodina hall

Sale starts at 1:00 p.m. on FRIDAY, NOVEMBER 29th

LIVESTOCK

Three milk cows; 1 heifer; 3 geldings; 1 Clyde mare; good cattle dog.

MACHINERY

Binder, 6 ft., in good shape; 16 run shoe drill; plows; mower; hay rake; harrows; wagon, 3" rims; set 2" sleighs; pump and 36" of 2 1/2" pipe.

HARNESS AND MISCELLANEOUS

Set of breeching harness; 5 collars, one 19 inch, four 21 inch; tools; DeLaval cream separator; and many other articles too numerous to mention.

HOUSEHOLD

Cook, stove, good shape; heater;

300 Pounds of Musical Mirth

Listen to TWO-TON BAKER on Quaker Breakfast Parade

7:45 a.m. Monday Wednesday Friday

CJCA

930 on Your Dial

bed with spring and mattress.

MATTHEW C. AMBLER, Auctioneer Member A.A.A.

Lic. 67-46-47 Phone 712, Irma